



Hawaii Tourism Japan 2005 Annual Marketing Plan





Review of Activities in 2004

Campaign Logo



TV Commercials



Posters (Second Phase)



Web Site



＊メール・マガジン登録・変更

＊Aloha! from Jake

ハワイを見る、知る、語る

＊6 Islands Virtual Tour

＊Million Surprises

＊特集・My Favorite Hawaii'i

日本でハワイを感じる

＊ハワイ州観光局の活動

＊イベント in Japan

＊アド・ギャラリー

＊メディア&タイアップ情報

ハワイに行く前にチェック

＊Hawaii'i A to Z

＊ハワイイベント・カレンダー

＊ハワイホットニュース

＊ハワイ旅のQ&A

6 Islands Virtual Tour

ウェブで旅する6つの島々

海に、山に、町に、空に、素敵なシーンにあふれる島へ。
あなたの知らないハワイの魅力を一挙に紹介します。

Million Surprises

読む・知る、驚きのハワイ

アート、ライフスタイル、自然、ハワイのウェディングなど、
多彩な楽しみや喜びを与えてくれるハワイのテーマ別情報源。

▶暮らしにアート ▶ワイルド&アクティブ・ハワイ
▶ロマンティック・ハワイ ▶ハワイ生活事典

特集 My Favorite Hawaii'i

第1回 ジェイク・シマプリ
私のこだわりハワイ



HOME | 会員情報変更 | 通会手続き | ログアウト

会員トップページ

HTJ NEWS

HTJニュース
HTJ関連の最新情報やプレスリリースをご紹介します。

TRAVEL INFORMATION BANK

旅行関連情報バンク
ハワイ旅行の必需品から旅行会社まで、あらゆる旅行関連情報はここから。

SEMINAR INFORMATION

セミナー情報
札幌、仙台、東京、名古屋、大阪、広島、福岡などの各都市で、HTJ主催のセミナーや関係機関・団体のセミナーを開催中。

NUMBER OF JAPANESE TRAVELERS

日本人渡航者情報
ハワイ州への日本人渡航者数を掲載しています。

PHOTO LIBRARY

フォトライブラリー
会員登録をいただいた方を対象に、日本国内向けに各種のオリジナルメディア(雑誌)でご活用いただけるハワイの充実画像データなどを、無料ダウンロードサービスをご提供しています。

Internet Explorer 5.50 SP2以降を推奨

フォトライブラリーご利用後のアンケートにお願ひ

フォトライブラリーのご利用ありがとうございます。HTJ北米支店の充実のため、画像データをダウンロードされた方にアンケートをお願いいたします。ぜひともご協力をお願いします。

ダウンロードの履歴

2004年05月03日 [アンケートに答える](#)



各お申し込みについて

- 取材協力について
- 資料配布について
- キャンペーン応募について
- 後援依頼について

HTJ Office



PR Activities

■ Golden Week Events



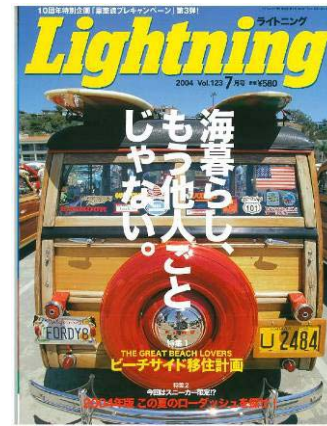
■ Summer Promotional Events



■ Press Tours

April: Oahu + Maui

November: Oahu + Kauai



■ Media Tie-ups



Tie-Up Promotions

ALOHA Project

Crimson (PIKO)
Fuji Film
JAL



Mini Stop



Shiseido Sea Breeze



Day After Tomorrow



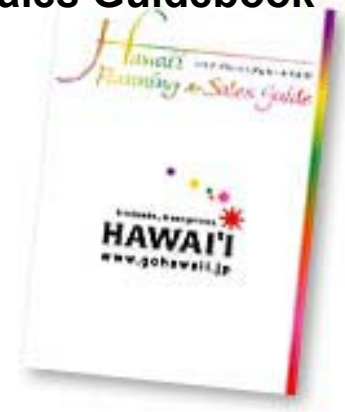
infoseek 旅 style



YAHOO! TRAVEL JAPAN

Travel Trade Activities

- Seminars/Workshops: 26 meetings in 12 cities
- Produced and distributed Planning & Sales Guidebook



- FAM Tours
June: Oahu + Lanai
October: Oahu + Big Island



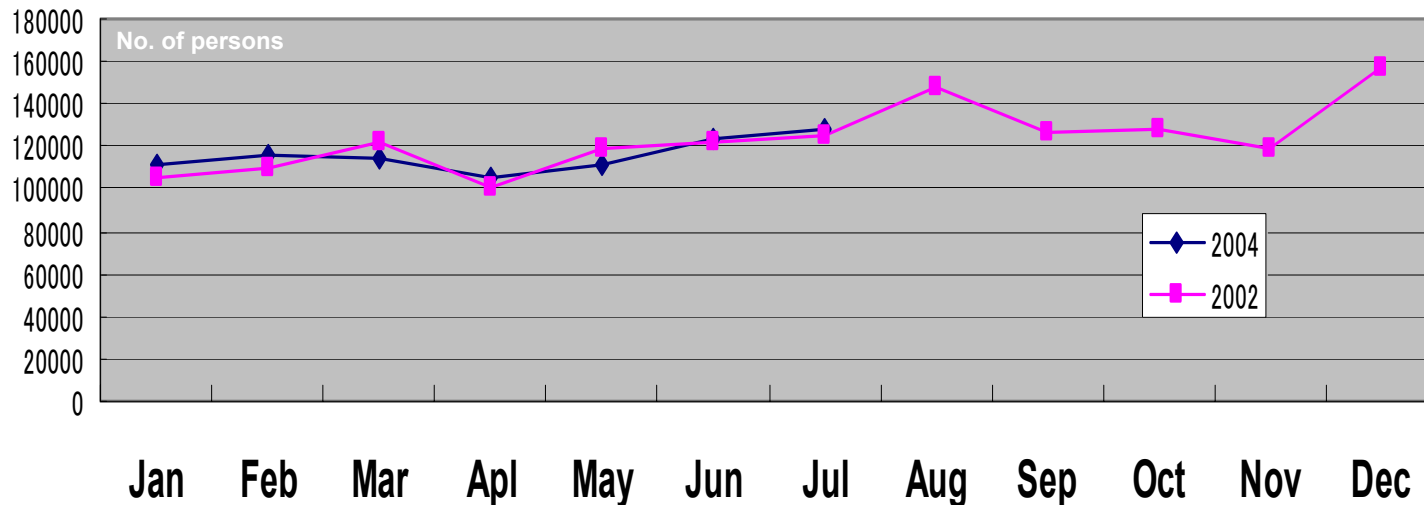
- JATA World Travel Fair
Sept. 24-26



Changes in the Number of Japanese Arrivals

The number of tourists traveling from Japan to Hawaii has been recovering to the 2002 level.

(However, the number of days per stay and the amount of money spent per tourist are slightly lower than those of 2002.)

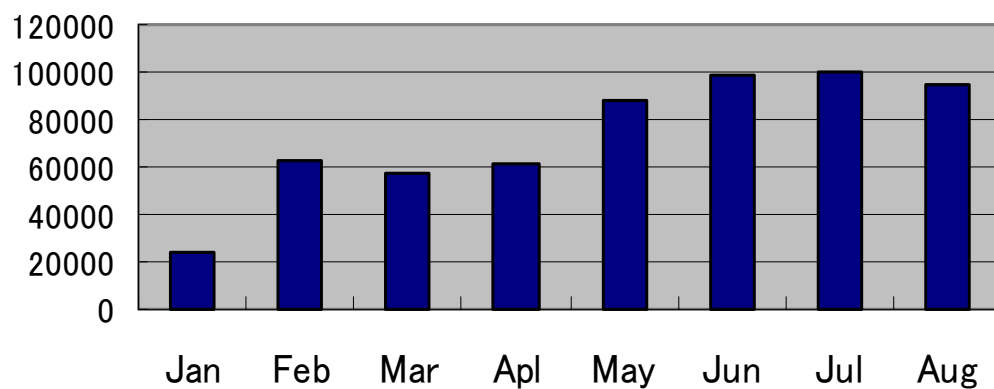


In line with the recovery, airlines have increased the number of flight to Hawaii.

- NW: Re-launched Osaka-Honolulu daily flights on April 28
- UA: Added the second flight between Narita and Honolulu on June 11
- CO: Will launch Nagoya-Honolulu daily flights on December 21

Evaluations of the Activities of HTJ

- Contact with HTJ TV commercials: 51.7%
- Intend to travel to Hawaii after having seen TV commercials: 67.8%
- Number of access to Web site: approximately 100,000 unique visitors per month
- Intend to travel to Hawaii after having made contact with the site: 76.0%



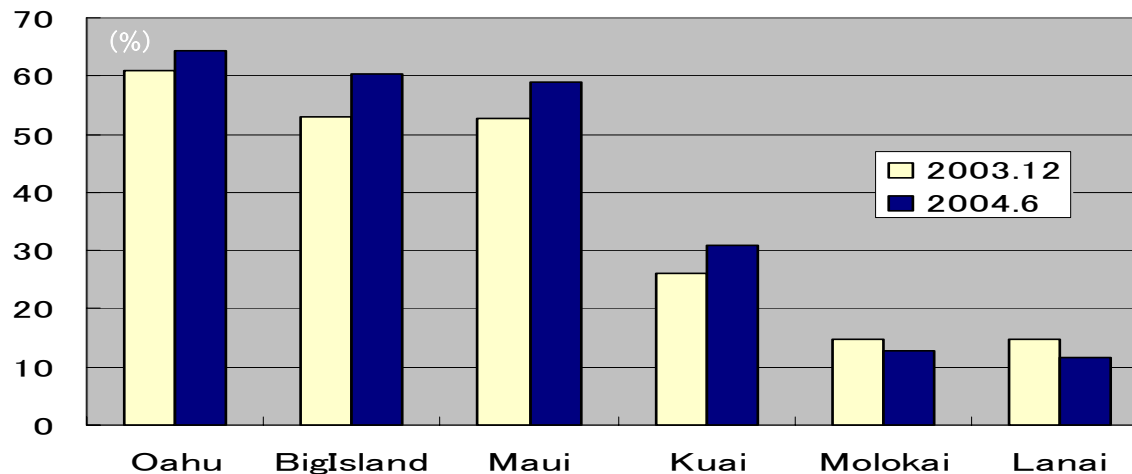
- Over 5,000 subscribers to HTJ e-mail magazine.
- HTJ Honolulu sends English newsletters to over 500 addresses.

HTJ e-mail magazine subscribers

	Consumers	Trade/Media
Jan	486	222
Feb	586	266
Mar	367	201
April	372	255
May	554	291
June	339	235
July	308	193
Aug	229	187
Total	3241	1850

Change in Perceptions of Hawaii

- Intentions to visit Hawaii by island have been rising across the board, except for Molokai and Lanai.



- The images of Hawaii HTJ has been communicating are being solidly established.

Impressions of Hawaii

"Has many places to visit"	47.5%	→	66.0%
"Has good food"	18.1%	→	37.2%
"Has history"	16.2%	→	33.7%
"Has beautiful nature, such as mountains and valleys"	24.2%	→	37.8%

Images of Hawaii

"Energetic"	49.5%	→	68.8%
"Something to aspire"	32.9%	→	42.5%
"Adult"	27.8%	→	34.3%
"Has traditions"	13.7%	→	29.0%



Strategies for Activities in 2005

Challenges for 2005

1. The number of travelers to Hawaii is growing but is near the limit of growth.
 - It is necessary to raise the quality of tourists, in terms of length of stay, amount spent, etc.
 2. Compared with other resort destinations, Hawaii is weak in the images of “unique,” “has traditions,” and “is mysterious.”
 - It is necessary to enhance images unique to Hawaii, based on its original culture and history.
- Other requests from the industry
- “Increase the number of flights and hotel rooms.”
 - “Raise the quality of service at hotels, etc. based on the aloha spirit, like it was before.”
 - “Introduce unique plans for group travel.”

Marketing Strategy for 2005

By using Hawaii's unique culture and history as our angle:

- 1. Continue to strengthen Hawaii's brand image of "has depth" and "high quality."**

As in 2004, communicate Hawaii as a "destination that is worth going to and spending extra time and money on" for its own charms and quality and build a unique image of Hawaii against other destinations.

Thereby establishing the perception that Hawaii always has been and is still a "cool" place to visit.

- 2. Develop quality customers by proposing new purposes for going to Hawaii.**

Seek to increase the amount spent per tourist by creating new purposes for going to Hawaii, such as education, sports, spa, and anniversaries, in addition to conventional sightseeing, by making the most of Hawaii's own culture, history, and nature, and encourage tourists to spend money out of the non-leisure portions of their budgets.

Communication Concept for 2005



Discover ALOHA 6 Islands, 6 Surprises

In 2005, we will communicate Hawaii's unique tradition and historical facts to convey in-depth charm and the aloha spirit of Hawaii.

Motifs for Communication

- The word “aloha”
- Aloha shirts
- Leis/Lei Day
- The 120th anniversary of official Japanese immigration, “Kanyaku Imin”
- The aloha spirit
- Aloha Friday
- Hokule'a

A Akahai: Compassion. Respecting others
L Lokahi: Cooperation. Helping others out
O Olu'olu: Joy. Tender feelings toward others
H Ha'aha'a: Humbleness. Being humble with regard to others
A Ahonui: Patience. Accepting others



Communication Strategy

1. Increase contact points with Hawaii

As in 2004, expose Hawaii in an impressive manner from various angles and through numerous contact points, not only through advertising but also by combining various vehicles, such as public relations, the Web site, and events.

2. Increase opportunities to tie-up with various industries

Communicate the charms of Hawaii extensively in an impressive manner, reinforcing the publicity of HTJ's presence and activities and by increasing opportunities to tie-up not only with the tourism industry and the media but also with various businesses in Japan as well as in Hawaii.

Communication Targets

- All audience groups
- However, enhance PR and magazine ads for the following target as quality markets.
 - Active senior
 - Family
 - Wedding



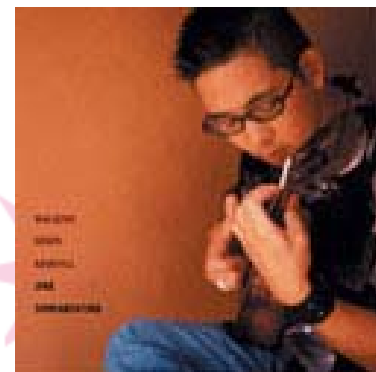
Image Character

Jake Shimabukuro

Jake will continue to serve as our image character. He will play the role of a navigator to communicate the profound charm of Hawaii and its people.

Jake will be depicted as a person who knows the attractions and the wonderful quality of Hawaii and who embodies the aloha spirit.

Jake will introduce these qualities, which often are regarded as “obsolete,” from his own perspective through encounters with various people of Hawaii.



A series of five stylized eight-pointed stars in purple, yellow, teal, pink, and red, arranged in a descending diagonal line from the top left to the bottom right.

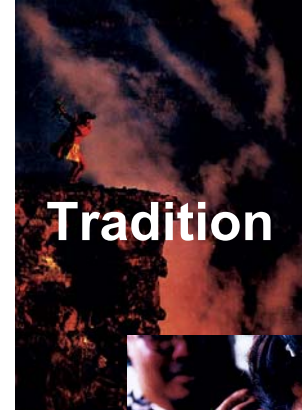
Campaign Proposals

Campaign Themes

Spirit



Tradition



Discover Aloha

History



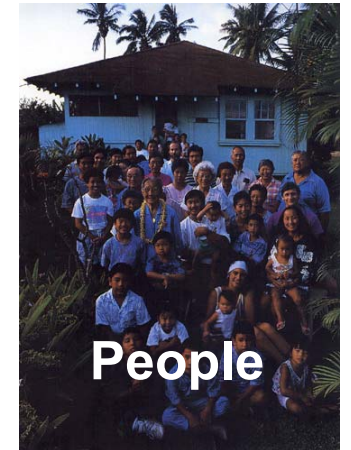
Culture



Life Style



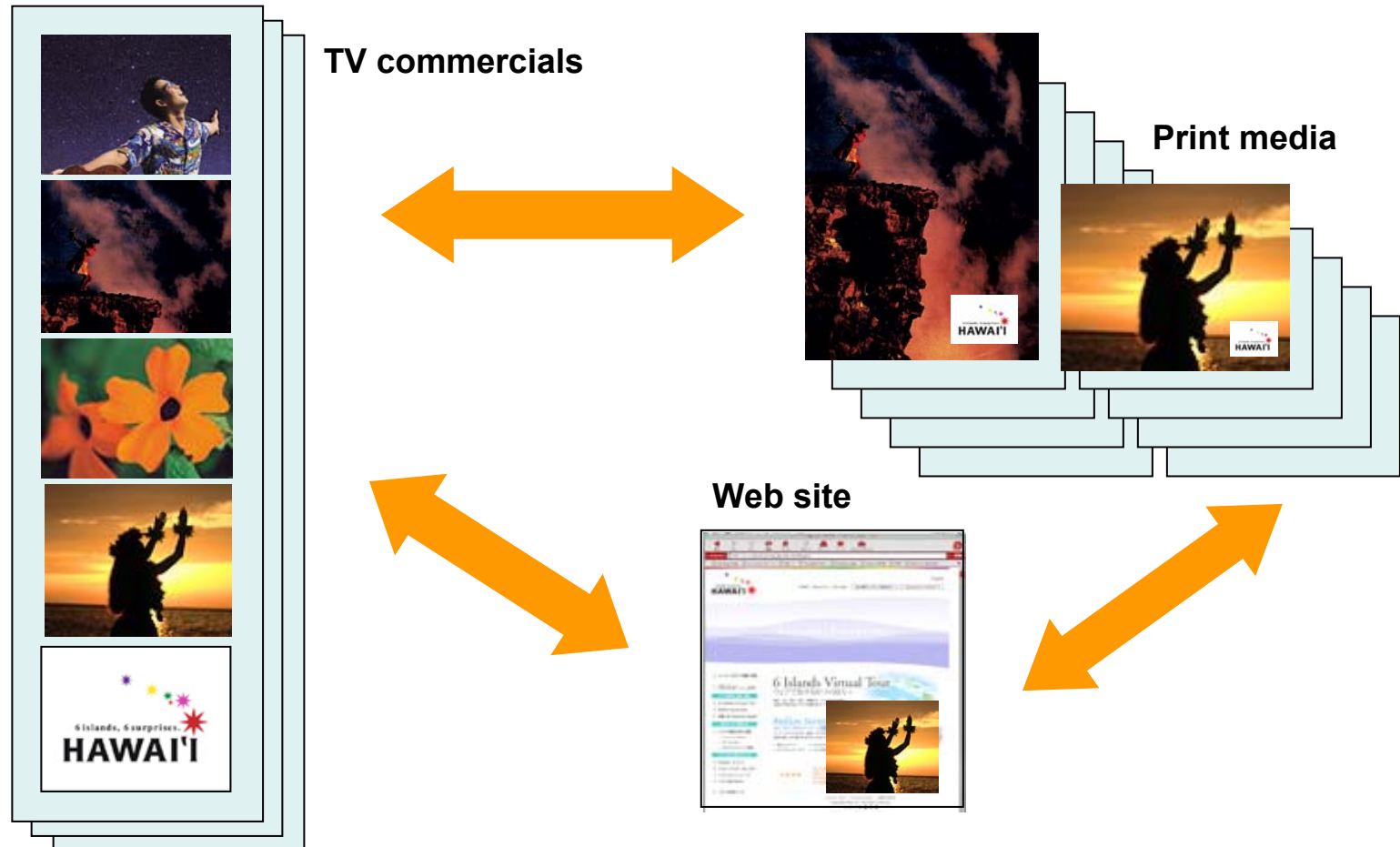
People



Campaign Execution

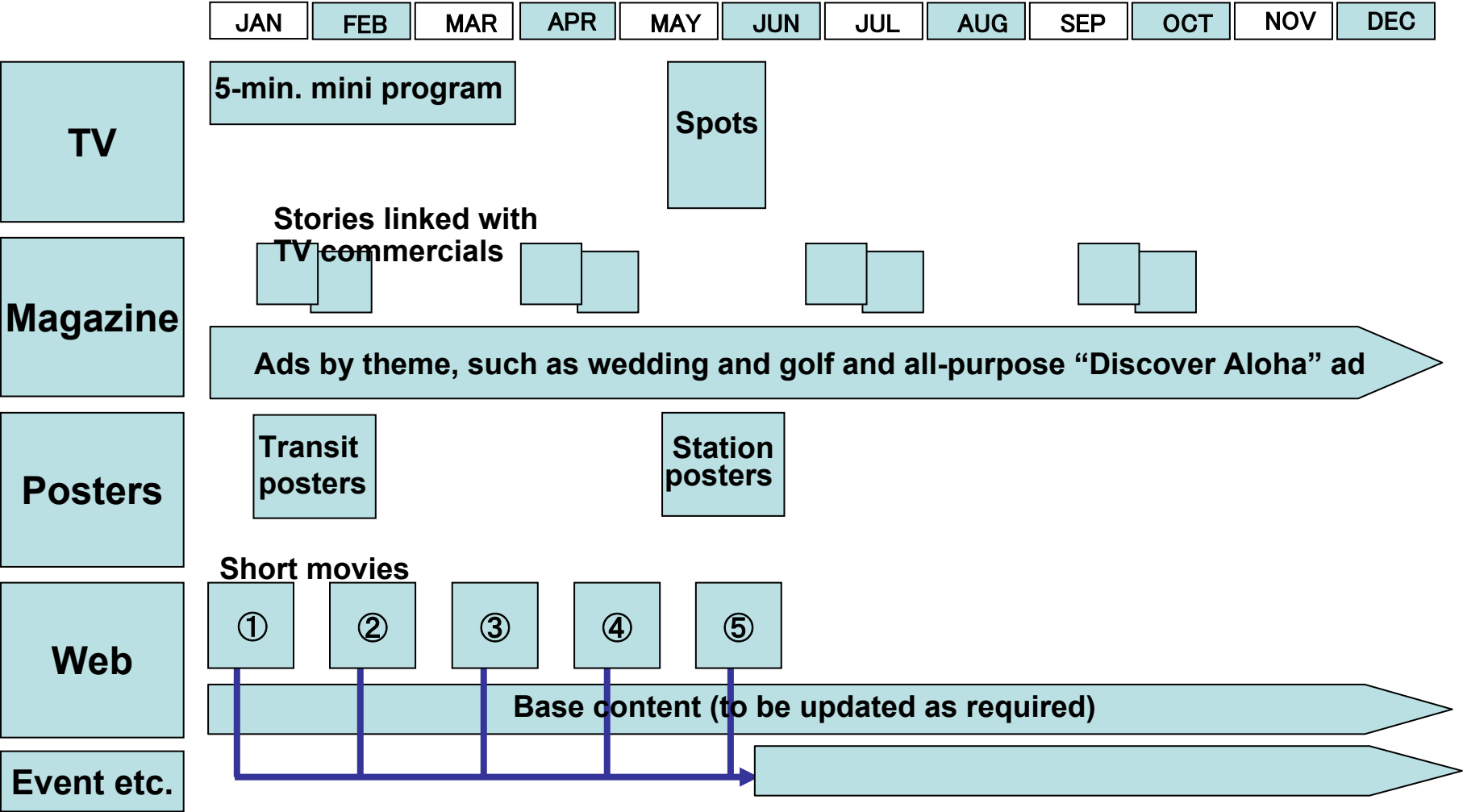
TV commercials are to create interest among the audience, while the print media are to tell more in-depth stories.

In addition, the Web site will follow peripheral information, thereby building a multifaceted campaign that takes advantage of media characteristics.



Media Plan

Communicate quality information using magazines and the Web site along with TV spots to make the audience understand the profound charm of Hawaii.



Web Site

- Develop even more in-depth content based on the concept of “Discover Aloha.”
- Enhance
 - 1) entertaining aspect
 - 2) interactivity
 - 3) support for the travel trade

New contents

Practical Lecture on Hawaii

Learn about Hawaii's unique culture in fun ways



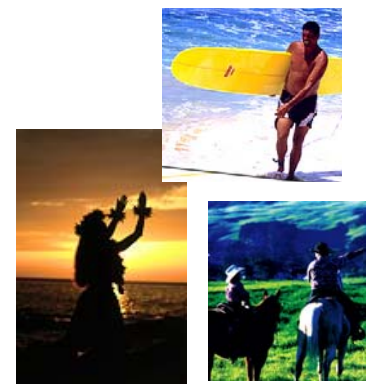
Encounters with the aloha spirit

Introduce different people of Hawaii and have them talk about the charms of Hawaii.



Short movies

Jake meets the culture and people of Hawaii and feels the charm of Hawaii

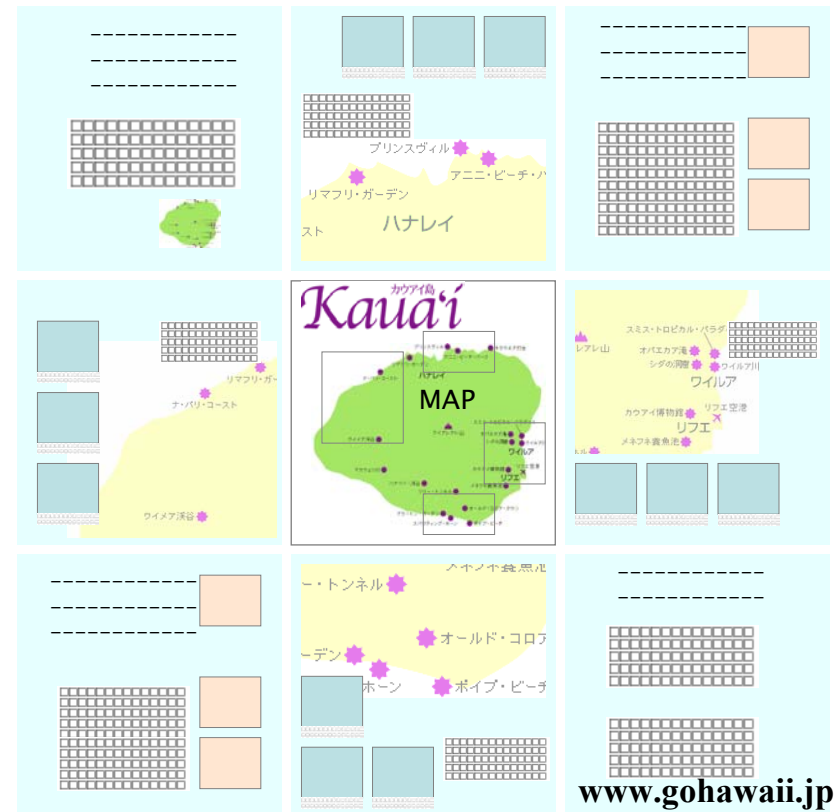


Collateral

Add a map function to the current brochures and improve recognition of the charms and characteristics of each island and seek to stimulate travel demand.



Introduction of islands



Map and introduction of each area

PR: Approaches and Direction

1. Aggressive approach to the media

As in 2004, actively approach the media, mainly targeted media

- TV/Radio
- Magazines/Newspapers
- Web site

2. Enhance approaches to quality media

Work from the planning stage with media who make inquiries, and lead them in the direction of exposing HTJ aims.

3. Enhance communication with the media

- Media get-togethers (Training to convey the history and culture of Hawaii)
- Conduct press tours
- Grasp the moves of the media and exchange views with opinion leaders



Exposure of a profound, quality Hawaii

Promotional Events

1. **Based on the “Discover Aloha” concept, develop events that are more thematic and informative using various motifs as our angles.**
2. **Develop from new perspectives, with a focus on the “life culture of Hawaii” and the “spirit of aloha,” which are unique charms of the destination.**
 - Develop promotional events that are highly entertaining and of high quality.
 - Aim at integrated developments together with the media, Web, and PR activities.
 - Communicate the unique culture of Hawaii, such as “Lei Day,” “Aloha Friday” and others
 - Convey the various meanings of the “aloha spirit,”



Roll out various content in such a way that the audience can always have a hands-on experience of the “Hawaii”.

“HAWAII Experience” opportunities for all target groups to feel and experience Hawaii

A = Akahai
Compassion/Giving



L = Lakahi
Harmony/Exchanging



O = Olu'olu
Comfort/Enjoying

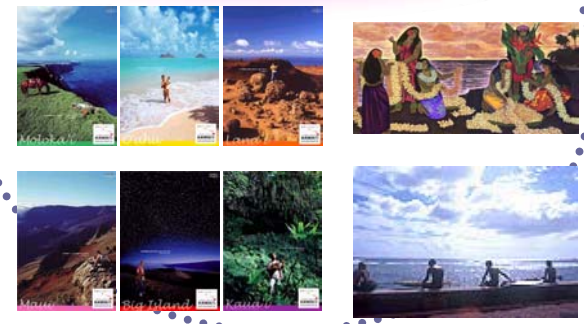


DISCOVER ALOHA
"HAWAII Experience"

H = Ha'aka'a
Humbleness/Learning



A = Ahonui
Generosity/Knowing



Promotional Events Calendar

2004 2005

Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
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Promotional events

Mid-December

- Press conference to announce marketing plan

Dec. 10- Dec. 24

- Hawaiian Christmas promotions



Apr. 20-May 10

- Golden Week promotions



July 20-Aug. 10

- Summer promotions



- JATA/World Travel Fair



Dec. 1-Jan. 10

- Hawaiian Christmas promotions



GW and July/August

- Promotions at Aichi Expo

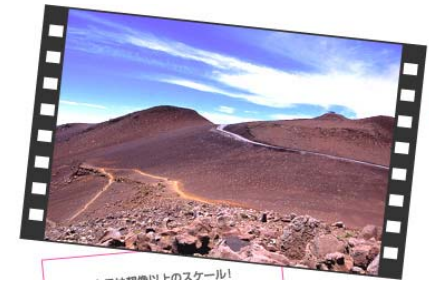


Activities for Travel Trade

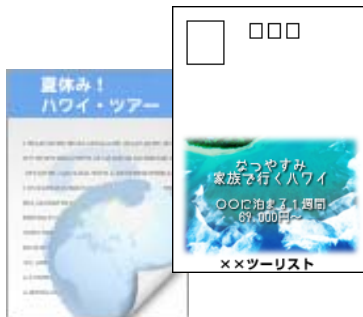
- JATA/WTF
- Seminars and workshops
- Sales calls
- FAM tours
- Provide opportunities to tie-up with the media
- Provide name/give permission to use HTJ's logo as a co-organizer
- E-mail newsletter in Hawaii

Tie-Up Promotions

- Provide collateral materials, photos and footage
 - * Maps, production of Hawaiian PV, short movies
- Produce sections to introduce hotels and others on the Web site at actual cost
- Provide tools to support the production of promotional materials



Design templates



Decoration letters



Illustrations for multipurpose use





Warmest Aloha & Mahalo

HAWAII®

Hawai'i Tourism Japan

ハワイ州観光局